



Presents:

Podcast Episode 102: How to Handle Trolls, Personal Attacks, and Negative Comments on Your Blog



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

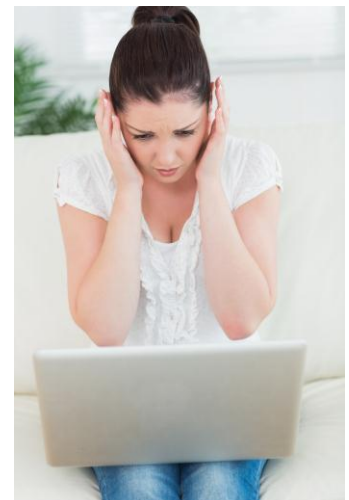
Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, from becomeablogger.com where we're changing the world one blog at a time.

As usual, another exciting episode for you today... In this episode, I'm actually going to be talking about *How to Handle Trolls, Personal Attacks, and Negative Comments on Your Blog*.

Have you been blogging for a while? Have you started getting those negative comments? Have you been hurt or even offended by any of that stuff? How do you deal with it?

I've experienced these things more than I like and I've come to deal with it in a way that allows me not to be bog down by those hurtful, off the wall comments. And, as you grow your blog, if you do it the right way, you are going to get some of those. So, I want to equip you to deal with it in a way that you can come out stronger on the other end. That's what we're going to talk about today.

Oh, so much to cover, so much to cover. This is a topic that I've actually been looking forward to covering for a little while.



[Farnoosh Brock](#) responded to a question that I posted on Facebook and it brought it back to my mind and I said, "You know what? I need to cover this topic because this is something that we're going to face," you're going to face if you're building a blog if you're doing it the right way. You're going to start to get some of these negative comments, these personal attacks, trolls just doing all kinds of crazy stuff.

I want to talk about how I've experienced it and how I've come to deal with it. But, before I do that, I'm also going to be taking a call from Elby who wants to know a little bit about how do you continue the flow of traffic when things are getting so confusing? You have MySpace, he says, you have Facebook, Google+ and all these social networks, all these different traffic generation strategies. How do you deal with that? And, I will take his question and then, I'm going to get into the content for today.

But, before I get into all of that, I want to let you know that this podcast is brought to you by my ten free videos on how to get your blog up and running fast at freebloggingvideos.com.

Here's the thing, I've been getting more and more people coming to me on a regular basis and asking me this question, "*Leslie, how do I start a blog?*" Now, before this, I used to get this online. People would send me emails. People would comment on my blog and ask me those kinds of questions.

But now, you know it's my friends, people in the community, strangers that I meet on the road that they've seen what I'm doing online and they come up to me and they say, "Hey, I want to know more about this blogging thing. I don't even know how to get my blog up and running."

What do I tell them? I tell them to go to get these ten free videos. Why? Because they're simple. They're easy to follow. I basically let you watch over my shoulder as I set a blog completely up from scratch, not skipping any of the juicy details, 100% free, 100% awesome and I'm not just saying that because it's true.

Wait, I guess I am saying it because it's true, right? So, freebloggingvideos.com. Head on over there and check out the ten free videos.

So, I have a question from Elby Higginbotham and I am going to play that question right now. So, take it away Elby:

"Hi Mr. Samuel, this is Elby Higginbotham, also known as commanderelby@rocketmail.com. My question to you is how do you continue the flow of traffic when things are getting so confusing with MySpace, and Google, and Facebook. Basically, it looks like they are integrating one with another.

Anyway, I'd love to hear your answer in one of your podcasts.

Thank you!"

Thank you so much for calling in that question. That's actually a great question. It's a question that I get asked a lot. How do you manage everything that's going on? You have [Twitter](#), you have [MySpace](#), you have [Google+](#)... I said, 'MySpace' but, MySpace isn't as big as it used to be. It's changed significantly and they did a re-launch now and that kind of stuff but, that doesn't matter right now.

There are so many different ways. There's [Pinterest](#)... There's all these different ways for getting traffic to your blog. How do you keep up with it all?

I have three things that I want to mention when it comes to that. Number one, first off, I want to point you to [Episode 099](#). This is a podcast episode that I recorded a few weeks ago and the topic for that episode was *How I Get Over 50,000 Monthly Visitors To My Blog Using Free Traffic Sources* and I literally go through every single thing that I've done to drive traffic to my Biology blog.

In doing that, you can listen to this and you can get some tips, some strategies that I've implemented and then, you can figure out what would work for you. And then, you can start implementing those same strategies as you try to build your blog, as you try to grow your audience and have an impact online. That's the first thing I want to point out.

Secondly, this is something that's really important. This is a concept that I think is really important



because there's so much information out there. You don't want to try to learn to do everything at the same time. Seriously, it's too overwhelming! There's so much stuff out there and everyone is teaching you different strategies.

So, my recommendation is to focus on maybe three or even two or even one source, one traffic source at a time. Don't try to be an expert on [Facebook](#), [Twitter](#), [Google+](#), [Pinterest](#), and do it perfectly right from the beginning because you know what? If you start to spread your attention, you focus on all of these different social networks, all of these different traffic generation strategies, you're not going to do any of them very well.

So, work on one. Learn as much as you can about that one traffic strategy whether it's social media, or something else. And, focus on becoming good at that.

Then, when you get the handle of that one, you can move on to the next and add something else to your portfolio, maybe you are focusing first on Facebook. Then, you can start adding Google+ or you can start adding Twitter and learning how to do those types of things.

Okay, so the second point is, don't try to do everything at once. It's too overwhelming. At least for me, I find it's too overwhelming. I have a full time job. I have a family. I can't focus at all these things at the same time.

So, I focus on one. Learn that. Try to do as well as I can and then, as I get a handle, I start adding other things to the mix.

Point number three, if you're going to be trying to learn, let's say you're picking Facebook as the one that you want to focus on. My recommendation would be to take a course that deals with using Facebook or follow someone who does it very well and try to adapt what they are doing to your own style.

In other words, I'm not talking about going to Google and just doing a bunch of searches and trying to formulate all these different concepts and put it all together and then, become an expert that way. That takes too much time. And time is money.

I don't have that much time so, what I do is I invest when I need to learn about something specific. I go to someone who is really good at that and I learn as much as I

can about it. I implement it in my business and I try to get a good handle of that before moving on to anything else.

Don't be all over the place trying to buy every course because everyone is promising you the world and telling you what they can do for you if you pay them \$197 a month or whatever the case might be. So, first, check out that episode, Episode 099. Just go to becomeablogger.com/Episode99.

Secondly, don't try to take on everything at one time. Choose one, two, maybe three but, really when it comes to focusing, focus on one. Get good at it and then, move on to the next.

Number three, if you're going to try to learn one particular strategy, go to someone that has that information and has condensed it into maybe a course or some kind of a training and then, implement what you are learning.

So, I hope that answers your question Elby. I hope you got a lot of value from that. Just a reminder for anyone, if you have any questions about blogging or just trying to navigate through this whole blogging space, you know what to do. You can call the hotline, the number to the hotline is 888-835-2414 , 24-7 call, leave a message with your question and I will play it on here and I will answer your question.

Dealing with Negativity around Your Blog

All right, let's get into the content for this episode dealing with how to handle trolls, personal attacks and negative comments on your blog.

I was getting ready to record something but, I didn't really know what I wanted to podcast about so, I went on [Facebook](#). I went on [Google+](#). I went on [Twitter](#) and I asked for suggestions for a podcast episode and I got a number of comments within a few minutes and there was one that stood out. It was a comment from Farnoosh Brock and this is what she said, she says,

" This has come up a lot: handling trolls, personal attacks, negative comments on blogs... Are you up for this one, buddy? "

Farnoosh, yes, I'm up for it. Let's do this!

I want to talk about this because this is something I have really wanted to cover because of an email that I got recently. I want to read that email for you.

Just to give you a little background, I am working with a good friend, Cassandre Beccai from cassandrebeccai.com and I saw what she was doing. She was passionate about natural hair but, not just about natural hair but about helping women to accept their inner beauty and also teaching them how to present themselves well by accepting what God has given them – their hair, it's something that she focuses on a lot but, she was very passionate about it. And, I thought that there was something there.

So, I wanted to [work with her](#) personally and help her get her blog up and running and to build it into a significant online business. And since then, it has grown tremendously. I mean, my goal was to grow to 1000 daily views, was it 1000 daily views? A thousand video views in three months or something of that sort.

We exceeded that. She was able to get featured on some popular blogs and drive a significant amount of traffic. She has an email list of almost 1400 people now, and we just started it in July, and it's growing very well. We're getting ready to start creating a product so that, she can launch that and do some great things.

She's getting sales of the products that she's making and it's just great to see.

But, a few weeks ago, she sent me an email. I'm going to read that email for you because it kind of encapsulates exactly what I want to talk about in this episode.

This is what she said. She says,



"I just recorded and put up some of my best videos ever and I'm getting more dislikes, thumbs down than ever. Please tell me (1) how should I take that? (2) What does a dislike really mean? (3) Did you ever experience that? You put in a lot of work on a project that you know is among your best but, some people hate on it? (4) As a pro now, is there a difference between how you handled it as an amateur like myself to how you handle it now?"

And then, she says, "*School me please, oh wise blogger,*" I don't know who she was talking to in that part but, that's the email that she sent me. And then, soon after, she sent me another one and it went like this,

"I have this feeling and I don't want to seem all weird and paranoid but, I think I have video trolls who have put a number of dislikes on my last two videos. One of which I took down and will not make public until Nikki puts it up," this is another blogger in her niche.

"In less than 24 hours of putting up my ladies' video, I got 100 views, 26 likes and 6 dislikes. Same seem to happen with the video before that. I never got that many dislikes in such a short period of time. I'm almost certain that this keeps my videos from ranking high and I know the videos I make should and will end up ranking high."

And then, she goes on to talk about the trolls. She wasn't sure how to deal with it. She said,

"I am thinking the best way to combat this besides first asking God to deal with my haters is to have high publicity once the videos go up. The more people that see the video first, the less traumatic the dislikes would be to my rankings. What are your thoughts on this, please? "

So, that was the email that I got from her. I'm not going to read my response as yet but, I want to talk about this whole concept -- getting negativity, getting haters, getting trolls, getting people to come when you just put so much time and effort into creating something good and getting people to come and just be negative about it.

First thing I want to point out is this, if you're creating a blog that's worth reading, if you're creating videos that are worth watching, a podcast that's worth listening to, you will have haters.

At a certain point, the more people get exposed to your stuff, you will get haters because here's the thing, blogs that are successful today are successful because the writers put themselves into their writings.



That includes their opinions.

If you have strong opinions which most great bloggers do, you will have people who will disagree with you. That's a fact.

Now, on my Biology blog, Interactive-Biology.com, I create free, I want to put emphasis on the word FREE Biology videos. People come to my blog and they don't have to pay for anything to get access to those videos.

However, I've come to realize that there are certain people that believe that you owe them the world even though they haven't paid you anything. Now, the fact is that you don't owe them really anything.

All right, so with that being said, I want to give you ten practical tips on how to deal with these types of negativity because these are some things that have really helped me deal with it. I've had people say some hurtful things, some insulting things. I've had people call me stupid! I've had a few people call me racist things and call me a dumb, the n-word, and just go off on the content that I'm producing.

I remember thinking to myself, "Why are these people being so mean?" I mean, really and truly, what in the world is going on? Should I be concerned about what I'm doing? I know I make mistakes but, when I make mistakes and I get this type of negativity, should I be questioning what's going on?

So, here are my ten tips. You ready for this?

#1: Know This-- Your Blog is YOUR Blog



Okay, tip number one, acknowledge the fact that your blog is YOUR blog.

If you're doing it like I'm doing it then, your blog is also your business. And, because of that, you determine what happens at your blog. Not anyone else. People can give suggestions. People can disagree. They can agree. They can do whatever they want.

But, when it comes down to it, your blog is YOUR blog. I want you to acknowledge that. I want you to accept that and regardless of what anyone says, know that your blog is your blog. So, that's tip number one.

#2: Get Your Blog in Line with Your Core Values

Tip number two, make sure that what you're doing at your blog lines up with YOUR core values.

Ask yourself this question, "*Why are you blogging?*" That's a very important question to ask yourself. Are you blogging because you want to make money? If that's the case, that is fine but, you need to know that that is why you are doing it. Are you blogging because you're trying to help students that are struggling with Biology?

If that's the case, you need to know that. You need to know why you're doing it. You need to know what your core values are and then, you need to make sure that what you are doing lines up with your core values. And, if that's the case then, you're good. It's all good.

We're going back to the first one, it's your blog and regardless of what anyone else says, if what you're doing lines up with your core values, it's all good.

#3: Track Your Positive Comments

Number three and this is a very practical tip that has helped me significantly, is to keep track of all the positive comments you get because you know, sometimes we get these negative comments and somehow, they seem to overshadow, outweigh the positive ones.

But, if you're doing it right, you'll see that the positive comments by far outnumber the negative comments.

I just went into YouTube to see my comments and I found one negative comment in the last 80. That's significant. Keep track of all your positive comments.

What I've done is I've created a folder in my email and whenever someone sends me something positive, something encouraging, something letting me know what it's doing

for them, I have my assistant take all of those and put them into a special folder and I can go in and I can just look through that folder whenever I get discourage or anything of that sort.

#4: Review Your Positive Comments

That actually leads into point number four, review those positive comments from time to time. So, you're keeping track of them. You're putting them in a folder and then, you're going back and then, you're reviewing them just to see what people are saying. And, once again, if you're doing this the right way, you will be getting positive comments.

It's so encouraging to be able to go into that folder and see those positive comments, see how you're affecting people in different parts of the world. See what kind of an impact you're having. See that you are creating content that can inspire others and even change the world. So, review those comments from time to time. That's point number four.

#5: Celebrate the Haters

Point number five, celebrate, and this is going to sound strange, celebrate the haters. Seriously, celebrate the fact that people are paying attention to what you are doing. People are taking out time of their days, and there's a battle for attention. There are so many things going on but, these individuals are taking time out of their day to actually come to your blog, read your content, watch your videos.

And, whether it's to celebrate what you're doing and just to hate, rejoice in the fact that you have people that are checking your stuff out and giving you feedback, positive or negative.

Personally, I say, "Praise God for those haters!" I don't mind the haters. Bring them on because I know that what I'm doing is having a positive impact on the world. If that's the case, you could hate all you want. I don't mind. It's your prerogative.

Hate. Don't hate. It's all good. So, in my opinion, celebrate the fact that these people are taking the time out of their day to come to your blog. That's number five.

#6: Choose How to Handle Them

Number six, point number six, make a decision on how you want to deal with those negative comments.

Do you want to respond to them? Do you want to delete them? Remember, point number one, it's YOUR blog and if you want to delete those comments, you can delete those comments.



People come in to your house. They abide by your rules and if you don't want those comments on your blog, just delete them. So, are you going to respond? Are you going to delete them? Are you going to ignore them? Are you going to do all of the above? What are you going to do? How do you want to deal with those negative comments? Make a decision and then, stick by that decision.

#7: Don't Feed Negativity with Negativity

That's point number six. So, point number seven, if you do decide to respond to those negative comments, respond with positivity. Don't feed negativity with negativity. That's a recipe for disaster.

I've had people completely misjudge what I'm doing especially at Become a Blogger. So, when I come to Become a Blogger and have a certain level of expectation, or expect me to behave in a certain way, and respond to me based on what they expect in a very negative way.

I've had people that have sent me very negative emails, sometimes even nasty emails and I've responded to them in a very positive way, acknowledging their concerns but, also clarifying where I am coming from, clarifying where I stand and letting them know what my philosophy is.

Those individuals, there have been few people that have come to me that way and I've responded to them positively and, they have turned out to be my biggest supporters ever.

I don't like the word, "fans." I hate to hear people call others their fans. I don't know. That's a personal thing. I don't consider people my fans. That's put you on a different level and I don't see myself on a different level than you. We're on the same level. We're two individuals that are trying to accomplish big things online.

Those people with their negative comments because of how I responded to them in such a positive way, they have turned out to be my biggest supporters. So, if you're going to respond to those negative comments, respond with positivity.

That's point number seven.

#8: Know the Trends

Point number eight, pay attention to trends.

You might want to ignore the negative comments but, if you keep getting the same negative comments from your audience over and over, it might be time to re-evaluate. This is your blog, yes. But, you want to listen to your audience. And, if you're getting the same comments over and over, it might be time to re-evaluate.

If it's a one-off thing or if you're just getting a few in between, forget that, but, if it's something that you're hearing repeatedly over and over, then you might want to re-evaluate your position and see how you can adjust to suit your audience, to help your audience because really, your goal should be to help them accomplish their goals if you're doing it the way that I teach.

Okay, so that's number eight.

#9: Remember the Positive Comments and the Reason Why You're Blogging

Number nine, remember the positive comments and why you are doing what you are doing. This sounds like one that I have said already but I want to re-emphasize it. For you to remember what those positive comments are. Keep them in mind and keep in mind why you're doing what you're doing so that, it can give you that motivation to continue doing it.

#10: Keep on Moving Forward!

And then, point number ten, plow straight ahead. Keep on moving forward. Keep taking action. The world needs more positive people doing positive things and you are the person to be doing that.

So, keep moving ahead. Don't get discouraged. Just keep moving ahead. Keep moving ahead. Keep moving ahead. I'm saying that over and over because I want it to be stuck in your brain. KEEP MOVING AHEAD.



A Little Recap

All right, so what are those tips? Once again, tip number one, acknowledge the fact that your blog is your blog. It's your business. Number two, make sure what you're doing at your blog lines up with your core values. Number three, keep track of all the positive comments you get whether you do that on a folder, on Evernote or in a Word processor, whatever. Keep track of those positive comments.

Number four, review those positive comments from time to time. Do it on a regular basis so that, you can see how you are helping people. Number five, celebrate the haters. They are taking time to come to your blog, to check out your stuff and give you feedback. Although that feedback may be negative, celebrate those haters. That one sounds strange, but it's so true and it will help you to get through this, all these negative stuff.

Number six, decide how you want to deal with those negative comments. Do you want to respond? Do you want to delete? Do you want to ignore? Do you want to do all of the above? Decide and then, stick to it.

Number seven, if you're going to respond to the negative comments, respond with nothing less than positivity. Number eight, pay attention to trends so, if you're getting the same comments, the same negative comments over and over from your audience, it might be time to revisit.

Number nine, remember the positive comments and why you are doing what you are doing.

Number ten, keep moving forward. The world needs more positive people doing positive things and you are the person to do it.

And, now a question for you...

So, I want to leave you with a question. Of course, because that's what I do. My question is "*How do you handle trolls? How do you handle personal attacks and negative comments on your blog?*"

Come back to the blog. This is Episode 102 so, come to becomeablogger.com/episode102 and let me know if the comments section. Let me start my music, where's my music? Here's the music. There you go, music.

So, hey! I hope you got a ton of value from that. Not only that but, I hope you're equipped to deal with any negativity that may or will come your way as an awesome blogger doing awesome things. Really and truly you are awesome and you can create content that inspires others and even change the world.

As usual, this episode is brought to you know, I said it at the beginning, and I'm going to say it again, by my ten free videos on how to become a blogger over at freebloggingvideos.com where you get to watch me as I show you step by step how to get your domain name, how to get a web host, what is this Wordpress thing? How do you install Wordpress? How do you optimize your settings, install a plugin, setup Feedburner? All that stuff so that you can start creating content that can inspire others and even change the world.

While you're at it, you can set the foundation for a successful online business. So, get started today at freebloggingvideos.com. If you have any blogging questions, you can ask them right there in the free member's area and you will get an answer directly from me.

As usual, you can also call the hotline. I will play the number at the end. And, if you're enjoying this podcast, make sure to leave a rating in iTunes. That will help with more exposure. That's it for this episode. Until next time, take care and God bless!

So, this is Leslie Samuel from becomeablogger.com. That's it for this episode. Until next time, take care and God bless!